ABSTRACT OF THE DISCLOSURE

In one implementation a method for disambiguation of search phrases is provided, which may include identifying interpretation clusters using bidded search terms of content providers and influencing a position of a search result in a search results list based on the interpretation clusters. The search results list may be provided in response to a search query received by a searcher for review by the searcher. In one implementation a method is provided for interpretation clustering, which may include identifying terms and associated content providers and calculating a matrix from the identified terms and associated content providers. Similarity scores between content providers based on the matrix are calculated and interpretation clusters are assigned using the similarity scores. Bidded search terms and/or searcher clickthrough terms may be used. In one implementation, a method is provided for increasing the relevance of search results, which may include receiving a search query and identifying the search query as ambiguous. It may include clustering a plurality of search results for the search query into interpretation clusters and generating a search results list based on the interpretation clusters. The clustering of search results may include using bidded data, and/or using clickthrough data. In some implementations, search results from different interpretation clusters may be interleaved when generating the search results list.